

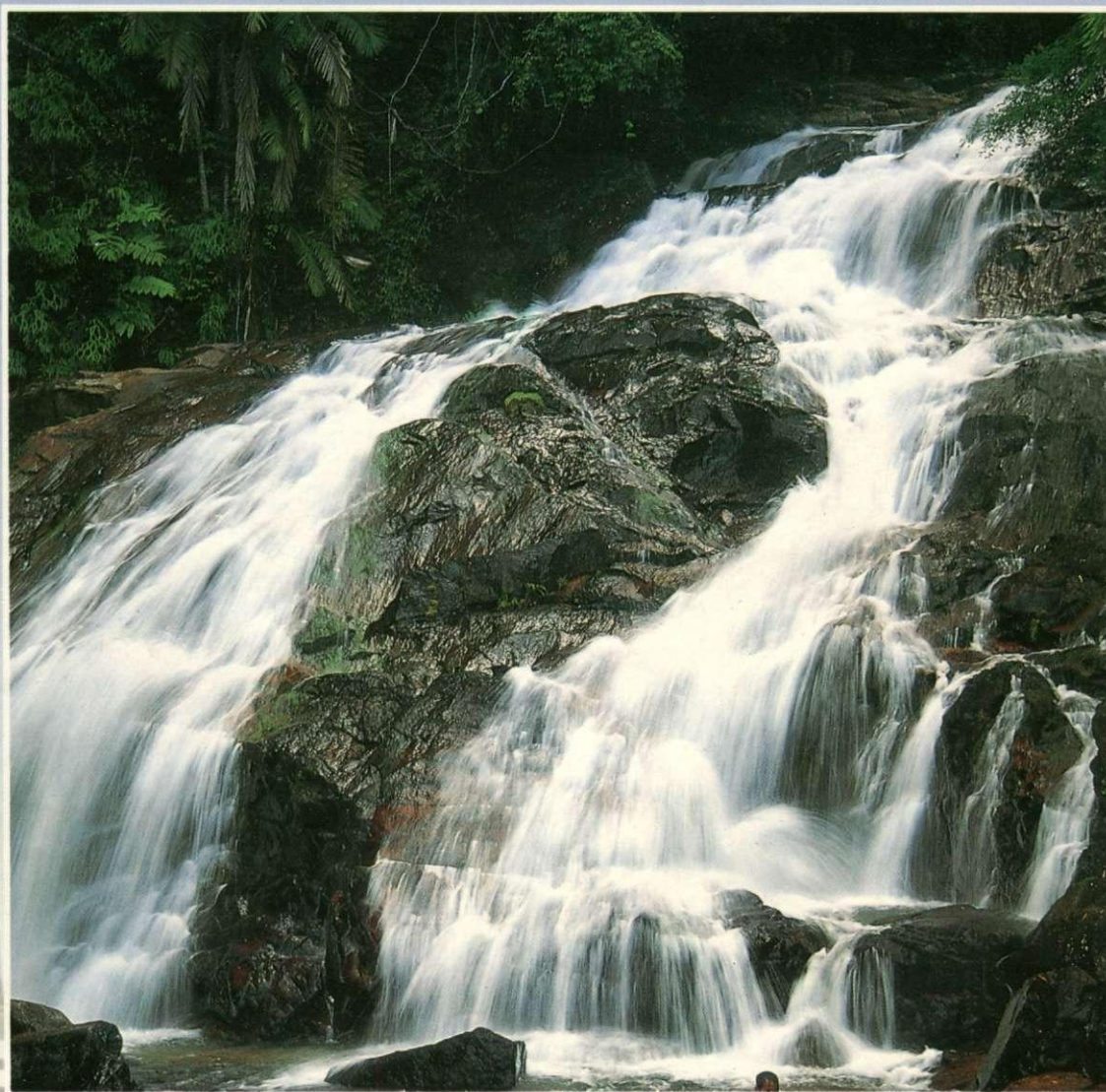
Malaysia

TOURISM
MALAYSIA

Tourism News

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Malaysia

Tourism News

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Malaysia Tourism News

No. 67 Mar/Apr '94



Border: The evolving Johor Bahru skyline.



Inset: Kota Tinggi Waterfalls, Johor.

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FROM THE
DIRECTOR-GENERAL'S DESK

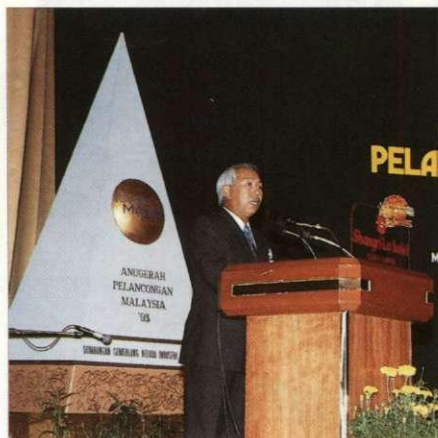
Fuelled by the resounding success of the Visit Malaysia Year (VMY) '90 campaign, Malaysia's tourism industry appears headed for a strong and steady growth in this decade. This year's VMY '94 campaign, whereby more than 180 events have been lined up to showcase the best of Malaysia's multi-faceted attractions, will undoubtedly boost the industry further.

This month, our focus is on Johor – the Southern Gateway to Malaysia, where tourism is poised to be one of the state's major revenue earners. Major tourist attractions aimed at increasing tourist arrivals are being developed. This is a positive indication of the role tourism is envisaged to play in the years ahead.

In this issue, too, we highlight the Tourism Malaysia Awards '93 – our annual recognition of individuals and organisations who have contributed positively towards our quest of making Malaysia a "top-of-the-mind" and "value-for-money" destination. We hope this recognition will serve to encourage further excellence in Malaysia's tourism industry.

ZAINUDDIN MOHD. ZAIN

TOURISM MALAYSIA AWARDS 1993



YB Dato' Sabbaruddin Chik addressing guests at the Tourism Malaysia Awards 1993 presentation.



The Mayor of Kuala Lumpur, YB Dato' Dr Mazlan Ahmad, receiving the Award for 'Outstanding Contribution to Tourism-Public Sector' for Kuala Lumpur City Hall's Parks & Recreation Department.



YB Dato' Sabbaruddin Chik (centre) with Mr. Clement Lee (left) and Mr. Samson Shak (right) of Borneo Divers & Sea Sports, Sabah, holding aloft their Award for 'Outstanding Contribution to Tourism-Private Sector'.

The Seventh Annual Tourism Malaysia Awards presentation dinner was held on 21 January 1994 at the Grand Ballroom, Shangri-La Hotel Kuala Lumpur. The Awards, inaugurated in 1987, represent Tourism Malaysia's highest accolade to individuals, establishments and products in the tourism industry which have contributed significantly to excellence in Malaysian tourism.

The Awards aim to recognise the dedication and contribution of the tourism industry, to encourage greater participation and cooperation between the public and private sectors in further enhancing the growth of the industry, and to provide an incentive to the tourism industry to maintain a high standard of service and professionalism.

Guests at the glittering evening were treated to a musical performance by popular local artistes Yusni Hamid and Salimah Mahmud as well as industry representatives. In addition, Tourism Malaysia's personnel spiced up the evening's entertainment with a spectacular performance



Jubilant Award winners assemble on stage with their gleaming trophies.

displaying their multi-faceted performing arts talents.

The highlight of the evening was undoubtedly the Awards presentation by the Minister of Culture, Arts and Tourism, YB Dato' Sabbaruddin Chik and his Deputy, YB Dato' Chan Kong Choy.

Establishments, individuals and products in 14 categories of the tourism industry which have been in operation, service or sold for at least six months are eligible for

the Awards. The 14 categories are : Outstanding Contribution to Tourism, Excellence in Hotel Services, Best Tour Package, Best Tour Operator, Best Tourist Guide, Best Employee in the Frontline Services, Best Tourism Article, Best Tourism Publication, Best Tourism Film/Video/Photograph, Best Shopping Complex, Best Tourism Incentive Programme, Best Restaurant, Best Entertainment Spot and Best Tourist Attraction. The full list of winners appears overleaf.



YB Dato' Chan Kong Choy (left) with Mr. Anthony Wong, Managing Director of Asian Overland Services Tours & Travel Sdn Bhd., winner of 'Best Tourism Incentive Programme' Award and 'Best Tour Operator' Award.



Tourism Malaysia's personnel captivating the audience with their vibrant, multi-faceted performance.

TOURISM MALAYSIA AWARDS



**OUTSTANDING
CONTRIBUTION
TO TOURISM
PUBLIC SECTOR**
Parks & Recreation Department
Kuala Lumpur City Hall



**OUTSTANDING
CONTRIBUTION
TO TOURISM
PRIVATE SECTOR**
Borneo Divers & Sea Sports
Sabah



**EXCELLENCE
IN HOTEL SERVICES
DELUXE HOTEL**
Shangri-La Hotel
Kuala Lumpur



**EXCELLENCE
IN HOTEL SERVICES
FIRST CLASS HOTEL**
Concorde Hotel
Kuala Lumpur



BEST TOUR OPERATOR
Asian Overland Services
Tours & Travel Sdn Bhd



BEST TOURIST GUIDE
Mr. Alan Gerard Danker
Tour 51 Sdn Bhd
Kuala Lumpur



**BEST EMPLOYEE IN THE
FRONTLINE SERVICES**
Mr. K. T. Vasagam
Palm Beach Resort
Penang



**BEST TOURISM ARTICLE
BAHASA MELAYU**
(No Winner)



**BEST TOURISM
INCENTIVE PROGRAMME**
"ELI LILLY APEX
INCENTIVE TRIP 1993"
Asian Overland Services
Tours & Travel Sdn Bhd



**BEST RESTAURANT
MALAY CUISINE**
(No Winner)



**BEST RESTAURANT
CHINESE CUISINE**
Lai Ching Yuen
The Regent Kuala Lumpur



**BEST RESTAURANT
INDIAN CUISINE**
The Taj
The Crown Princess Hotel
Kuala Lumpur

1993 : ROLL OF HONOUR



**EXCELLENCE
IN HOTEL SERVICES
ECONOMY HOTEL**
The Plaza Hotel
Kuala Lumpur



**EXCELLENCE
IN HOTEL SERVICES
BUDGET HOTEL**
Pacific Hotel
Kuantan



**EXCELLENCE
IN HOTEL SERVICES
RESORT HOTEL**
Penang Mutiara Beach Resort
Penang



BEST TOUR PACKAGE
(No Winner)



**BEST TOURISM ARTICLE
OTHER LANGUAGES**
"Sabah, Malaysia"
Ms. Helen Ann Peters



**BEST TOURISM
PUBLICATION**
"Welcome To Malaysia"
Penerbitan Kerabat Sdn Bhd



**BEST TOURISM FILM/
VIDEO/PHOTOGRAPH**
"Langkawi-Tropical Paradise"
Keen Holdings Berhad



**BEST SHOPPING
COMPLEX**
Plaza Pelangi
Johor Bahru



**BEST RESTAURANT
ORIENTAL CUISINE**
The Keyaki Restaurant
Pan Pacific Hotel
Kuala Lumpur



**BEST RESTAURANT
WESTERN CUISINE**
Chalet
Equatorial Hotel
Kuala Lumpur



**BEST ENTERTAINMENT
SPOT**
Musictheque
Istana Hotel
Kuala Lumpur



**BEST TOURIST
ATTRACTION**
Taman Negara
Pahang

ASEAN TOURISM FORUM '94

"One Region Many Worlds"

Around 600 delegates from ASEAN countries and other parts of the world converged in Singapore for the week-long ASEAN Tourism Forum (ATF) '94 which began on 9 January 1994.

In addition to representatives from the regional National Tourism Organisations (NTOs), delegates included the "buyers and sellers" in the tourism industry such as airlines, hoteliers and tour operators.

Another 98 journalists and travel writers also registered for the region's premier tourism event which ASEAN countries take turns to host.

This year's annual forum, themed "One Region Many Worlds", is the 13th in the series since it was first held in Kuala Lumpur in 1981. The event was officiated by Singapore's Minister of State (Trade, Industry and Labour), Mr. Goh Chee Wee at the World Trade Centre.

The aim of the forum is to foster and maintain intra-regional cooperation among the region's respective NTOs to maximise ASEAN's vast potential in the tourism industry. The main events of ATF '94, which drew the most focused attention, were the ASEAN Tourism Conference (ATC) and the ASEAN Travel Exchange (Travex).

Other regional tourism-related associations like the ASEAN Tourism Association (ASEANTA), Federation of ASEAN Travel Associations and ASEAN Hotel & Restaurant Association also convened their meetings here.



YB Dato' Sabbaruddin Chik (5th from left) at Tourism Malaysia's ATF '94 booth.

The Malaysian delegation to ATF '94 was led by the Minister of Culture, Arts and Tourism, YB Dato' Sabbaruddin Chik and included Penang's State Executive Councillor for Tourism, YB Madam Kee Phaik Cheen, Tourism Malaysia's Chairman, YB Dato' Hanafi Ramli and its Director-General, Encik Zainuddin Mohd. Zain.

In his address to ATF delegates attending the *Malaysia Night* reception, YB Dato' Sabbaruddin Chik said that an estimated 20 million visitors were expected to visit Malaysia by the year 2000. He stressed that the Ministry of Culture, Arts and Tourism was not being overconfident in its projections but firmly believed that it had what it took to achieve the target.

"Our optimism is based on the steady growth achieved in the past as well as the projected growth anticipated over the next few years," the Minister added. He also pointed out that a substantial investment had been made by both the Government and private sectors to improve tourism infrastructure – communications network, airports and roads. Furthermore, primary resorts such as Penang, Langkawi and the east coast will continue to undergo intensive improvement and expansion programmes to make Malaysia an attractive and "value-for-money" tourism destination.



A glimpse of the ATF '94 Opening Night Gala Performance.



Panel of ASEAN Tourism Conference speakers with Mr Robert Khoo, ASEANTA President (4th from left) and Mr Pakir Singh, ASEANTA Secretary-General (5th from left).

Madam Kee, who presented a paper entitled *Penang—Doing What Comes Naturally* at the ATC, said that Penang accounted for one-third of international tourist arrivals in Malaysia, receiving 2.27 million of the 6.7 million visitors to the country last year. Penang's popularity as a tourist destination lies in its natural assets and in particular its distinctive architectural heritage, added Madam Kee.



Travex – an ATF '94 highlight in full swing.



Tourism Malaysia's Director-General Encik Zainuddin Mohd. Zain (2nd from left) enjoying a brief respite during the Malaysian delegation's briefing for ATF '94 press delegates.



Sharing a light moment with Mdm Kee Phaik Cheen (right) are Mr Andi Mappisammeng, Director-General Tourism of Indonesia (left) and Mr Dharmaoon Prachuabmoh, Governor, Tourism Authority of Thailand (centre).

"MAKE-IT-MALAYSIA '94"

Japanese Tour Operators sample Malaysian attractions



YB Dato' Sabbaruddin Chik welcoming the audience attending the MIM '94—Agents from Japan programme reception.



Some of the 86 visiting agents with YB Dato' Sabbaruddin Chik (seated, 3rd from right) at the reception.



A group of programme participants being briefed on their familiarisation tour.

A group of 86 Japanese travel and tour operators arrived in Kuala Lumpur to experience for themselves the varied attractions that Malaysia has to offer for Japanese tourists. Their 5-day familiarisation tour included a choice of visits to Langkawi, Malacca, Penang, Sarawak and Sabah, among other places, to sample culinary delights, shopping, culture, sports and adventure.

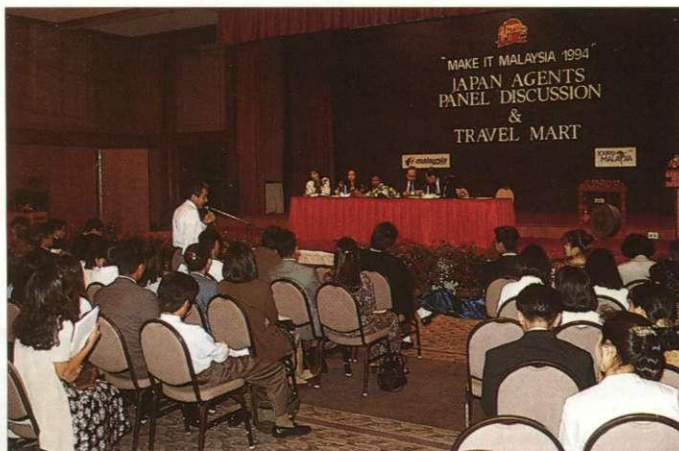
The Japanese visitors were given a warm welcome by the Minister of Culture, Arts and Tourism, YB Dato' Sabbaruddin Chik at a breakfast reception at the Bukit Kiara Equestrian Country Resort in Kuala Lumpur on 24 January 1994.

The Make-It-Malaysia (MIM) programme was introduced in 1988, geared at promoting Malaysia as a preferred, "value-for-money" and desirable holiday destination. YB Dato' Sabbaruddin Chik said that there would be six MIM programmes organised this year, targeting primary, secondary as well as emerging markets.

In view of the importance of the Japanese market, Tourism Malaysia decided on the



One for the album for the visitors from "The Land of the Rising Sun".



Travel Mart and Question & Answer session in progress for Japanese agents seeking detailed information.



MIM '94 – Agents from Japan programme as the leading programme for the year. Japan is the largest single contributor, outside of ASEAN, to tourist arrivals in Malaysia, accounting for 4.3% of total arrivals.

The 86 agents were divided into groups according to their city of origin for their 5-day tour of the country. Upon their return to Kuala Lumpur, a Travel Mart was organised for them at the Ballroom, Crown Princess Hotel. The Mart included audio-visual presentations by Tourism Malaysia and Malaysia Airlines.

A lively Question & Answer session which was aimed at providing detailed information on various aspects of tourism and travel in Malaysia was also organised.

The Japanese visitors were given a farewell dinner that evening at the Poolside, Shangri-La Hotel in Kuala Lumpur. To make the evening more entertaining and memorable, each group displayed their creative talents, re-enacting their familiarisation tour experiences. Judging was conducted on each group's performance, with the best group being awarded certificates.

The MIM project is a truly Malaysia incorporated project – organised by Tourism Malaysia with cooperation and participation from Malaysia Airlines, the Malaysian Association of Hotels (MAH) and the Malaysian Association of Tour & Travel Agents (MATTA).



"Stars on Parade" – Programme participants putting their best foot forward.



TREASURE HUNT TO LANGKAWI

Bernama-Tourism Malaysia Motor Treasure Hunt

For the first three days and two nights into 1994, almost 500 motor treasure hunters allowed themselves to be charmed by Mahsuri, the legendary maiden of Langkawi.

They had come up from Kuala Lumpur, driving about 600km north in the Bernama-Tourism Malaysia Motor Treasure Hunt.

The route, which the 120 cars had followed with the help of "tulips", had taken the hunters through Kuala Lumpur and five states—Selangor, Perak, Penang, Kedah and Perlis.

The Parliamentary Secretary to the Ministry of Culture, Arts and Tourism, YB Dato' Abdul Rahman Suliman, flagged off the cars as early as 7 a.m. on 1 January 1994 in front of Wisma Bernama, Kuala Lumpur. He had launched the acceptance of entries for the Treasure Hunt a month earlier.

YB Dato' Abdul Rahman Suliman gave away the prizes at a prize-giving dinner hosted by Tourism Malaysia on 3 January 1994.

Chew Sung Wai, Chiam Tat Hong, Wan Azhamuddin and Quay Chew Leng took the Grand Prize in the open category with their score of 90 points out of 100.

They won four Malaysia Airlines return tickets to Nagoya in addition to a cash prize of RM3,000 from Sparkling Ribena, Motorola Alphanumeric pagers, a Kedah State Government tourism package and Royal Selangor pewter medals and a trophy.



YB Dato' Abdul Rahman Suliman (5th from left) with some of the Treasure Hunt's sponsors.



YB Dato' Abdul Rahman Suliman flagging off the cars at dawn on New Year's Day 1994.

VMY '94 PROMOTION AT KL PARKROYAL

The Minister of Culture, Arts and Tourism, YB Dato' Sabbaruddin Chik launched the Kuala Lumpur Parkroyal Hotel's range of souvenir items for Visit Malaysia Year (VMY) '94 in a traditional ceremony at the hotel on 5 January 1994.

The idea of promoting souvenir items was a creative effort on the part of the hotel in support of the government's efforts in creating awareness and promoting Malaysia as an attractive business and tourist destination.

Some of the attractive hotel souvenir items like guest stationery, hotel brochures, postcards, VMY badges, VMY-Kuala Lumpur Parkroyal luggage tags and a desktop calendar, have officially incorporated the VMY '94 logo.

Other promotions include luggage stick-

ers, VMY '94 taxi stickers, T-shirts and a special VMY '94 edition of Lat's *Kampung Boy* which will be distributed to overseas trade shows, offices and operators.

Apart from that, plans to organise food festivals at four Southern Pacific Hotels in Australia and New Zealand are being made by Kuala Lumpur Parkroyal, with the co-operation of Malaysia Airlines.

And what's more, a very special presentation is in store for the 500,000th visitor to make reservations at Kuala Lumpur Parkroyal during VMY '94.

So, maybe it's time to take that long-awaited vacation, right here in Malaysia!

YB Dato' Sabbaruddin Chik being shown a copy of the VMY '94 edition of Lat's "Kampung Boy" by Mr David Travers, General Manager of Kuala Lumpur Parkroyal.



NESTLÉ-MILO HOSPITALITY CAMPAIGN



Y Bhg Dato' Khalid Ismail (centre) unveiling the campaign logo as Encik Dina Rizal (right) and Encik Ismail Mohd Aji, Milo Manager, look on.

The message rings true and clear – "Respect our guests, together we uphold the image of Malaysia". This is the theme for the hospitality campaign launched by the Secretary-General of the Ministry of Culture, Arts and Tourism, Y Bhg Dato' Khalid Ismail on 5 January 1994.

The campaign, organised by Nestlé Products Sdn Bhd-Milo, is set to remind Malaysians of the healthy nature of extending courtesy and respect towards our foreign and local guests, especially during Visit Malaysia Year (VMY) '94.

Nestlé Products Sdn Bhd-Milo sports and sponsorship manager Encik Dina Rizal hopes that every household will get the message, which is printed on Milo packaging such as tins and packets, when they buy Milo products.

This was the second campaign by Milo this year, following the success of the VMY-Milo Run '94 held on 1 January, which attracted 7,000 participants including 400 foreigners.

THE LEGEND

Fully integrated hotel and apartments



The Legend Hotel and Apartments (centre) make a striking addition to the Kuala Lumpur skyline.

Challenging the usual ... so speaks the philosophy behind the country's first-ever fully integrated hotel and apartments – The Legend.

Built and owned by Metroplex Berhad, The Legend is an impressive hotel boasting a 24-storey office tower, 450 rooms and 213 service apartments all situated strategically on top of a shopping complex – The Mall in Kuala Lumpur.

Following the soft launch on 21 January 1994, Mrs S K Chan, Metroplex executive deputy chairman announced that The Legend aspires to be a grand home of comfort filled with entertainment for the relaxation of the mind and body. And true to the aspiration, the hotel has in store for the traveller luxurious accommodation and entertainment facilities with a difference.

Take for instance The Museum, a Chinese restaurant. Moving away from the usual traditional art decor, The Museum will

display a collection of artifacts, paintings, statues and sculptures which can be purchased, for the patrons to view while waiting for their food to be served.

Another difference would be the Monkey Bar, a fun pub where patrons can come in dressed in the most comfortable attire and sink their teeth into mouth-watering pizzas and pies while seated next to famous star impressionists like Michael Jackson or Zsa Zsa Gabor.

For the health-conscious, S K Health Cuisine offers a menu that serves a wide range of deliciously nutritious food without the penalties of a high-calorie count. The number of calories per dish is displayed on the menu, so patrons can indulge without any feelings of guilt!

The Legend is equally proud of its Grand Ballroom, which has a seating capacity of about 1,200 people and claims to offer a "spectacular" service not found in any

other hotel – RM1 million of high-tech lighting equipment designed to create all manner of effects and moods.

All in all, "The Legend is Malaysian-born, Malaysian-managed and Malaysian-bred and it will live up to the dynamism of its birthplace, Malaysia" – a confident remark by Mrs Chan.

For more information, contact:

The Legend Hotel and Apartments
B1, The Mall,
Putra Place,
100 Jalan Putra,
50350 Kuala Lumpur.
Tel: 03-442-9888
Fax: 03-443-0700

SAMA WORLD

Fantasy & fun for everyone



Perspective view of the sprawling SamaWorld Theme Park.

Have you ever wanted to indulge in childhood fantasies but never had the chance? Well, at SamaWorld's theme park in Genting Highlands, you may be able to do just that.

For businessman Lim Tuck Fatt, promoter of the SamaWorld Theme Park & Destination Resort Development at Genting Highlands, creating a fantasy playground in the hills was no easy task. But today, that dream has turned into reality with the theme park being scheduled to open its doors in late 1995.

The theme park which is within walking distance of the Genting Highlands Resort, will be a Disneyland-type fantasy playground which promotes the "see-the-world-in-one-day" concept featuring the attractions and wonders of different countries from the continents of Asia, Europe, Africa and the Americas.

Malaysia will greet you first at the main retail entrance of the park with the main street done up in architectural styles ranging from traditional Malaysian to colonial-type facades.

If you head towards the other parts of Asia

in the theme park, a host of attractions will tickle your fancy. You'll get to see the majestic Great Wall of China, watch the Krakatoa volcano erupt right before your eyes, stroll in a Japanese Garden and experience a "tea cup" ride plus other fascinating activities from India, Singapore and Hong Kong.

Next, venture into Europe and get caught-

up in a runaway train ride or explore King Arthur's castle and be mesmerised by Merlin's magic! Walk through the falling snow at the Ice Kingdom and see snow-capped mountain peaks while you brave yourself next, for a ride in a Viking longboat!

In SamaWorld's Americas, the Wild West, complete with saloons and cowboys, awaits you. For the thrill of a lifetime, course through jungle terrain on a water log flume ride or experience life on the edge in an "Indiana Jones" type adventure.

You could even get into a wild car chase or listen to the tales of an African talking tree or be transported into futuristic inter-galactic battles! The list is simply endless! For the real thing, a visit to the theme park when it opens in late 1995 is a definite must!

For more information, contact:
SamaWorld Theme Park (M) Sdn Bhd
Wisma Sama,
Lot 26, Jalan 223/51 A,
46100 Petaling Jaya,
Selangor, Malaysia.
Tel: 03-757-3399
Fax: 03-758-8246



Layout Plan of SamaWorld Theme Park.

JOHOR

The Southern Gateway to Malaysia

Malaysia's southernmost state of Johor forms the part of the Malay peninsula sometimes referred to as the 'Land's End of the Asian Continent'.

Covering an area of 18,984 sq km., Johor is the only state in Malaysia to be surrounded by waters on its three sides: the South China Sea on its east, the Straits of Malacca on its west and the Straits of Johor to its south. Within its long coastline lies a land that beckons visitors to a memorable holiday.

Johor Bahru, the state capital, lies next door to Singapore. It is linked by the 1056 metre long causeway spanning the Straits of Johor.

For Johorians, the beginning of 1994 marked not only the Visit Malaysia Year '94, but their fast developing capital became a city. The historic occasion saw thousands of people participating in the City Day Celebration. Fireworks and lan-



The Johor Causeway stretches across the Straits of Johor to Singapore at the southern end of Malaysia.

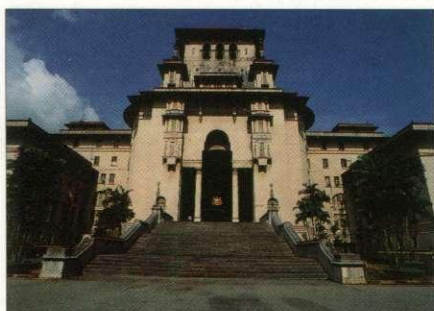
ser beams lit the evening sky at the stroke of midnight as Johor Bahru was declared a city.

For the visitor to Johor Bahru, there are many interesting spots to visit. Among them is the Istana Besar (now the Royal Abu Bakar Museum) which houses weaponry, state regalia and court decorations. Built in 1866, the museum sprawls amidst

the landscaped grounds of Istana Gardens. Within the 13.3 hectare garden are orchids and tropical flowers luxuriant with foliage, shrubs, and matured trees. Of interest here is the Japanese garden and a replica of a Japanese tea house which was presented on the occasion of the Japanese Crown Prince's visit to Johor Bahru in 1936.

Atop a hill, overlooking the Straits of Johor, sits the majestic Masjid Sultan Abu Bakar, regarded as one of the finest mosques in Malaysia.

A popular spot with city folks is Lido Beach which is more a waterfront than a place to swim in; it nevertheless offers a cool breeze on balmy days. It makes a pleasant place to stroll along in the evening. From the beach you can have a good view of the Singapore skyline across the narrow



Bangunan Sultan Ibrahim – a solid reminder of Johor's long history.



Masjid Sultan Abu Bakar.



The Royal Abu Bakar Museum.



The Istana Gardens.



Lido Beach will be the site of the Formula 3000 Speedboat Race-Malaysian Circuit on 8 April 1994.

straits. On 8 April '94, the beach will be a hive of activity as power boats and yachts race for glory at the Formula 3000 Speedboat Race - Malaysian Circuit. Traditional water sports will also be held here, promising a day of fun on the waves.

Johor Bahru's evolving skyline is dominated by tall imposing buildings such as the 16-storey Puteri Pan Pacific Hotel. The 500-room Puteri Pan Pacific Hotel is Johor Bahru's first five star hotel, bringing sophistication to Malaysia's southernmost city.



The Holiday Inn Crowne Plaza.

Another landmark for tourists is the newly renovated Holiday Inn Crowne Plaza. The 350-room hotel is the first of Holiday Inn hotels in the country to be accorded the 'Crowne', a symbol of quality.

In meeting the needs of budget visitors, the Crystal Crowne, Johor's first three-star hotel opened in January '93. The 16-storey located at Tebrau Highway is equipped with a business centre with conference and boardroom facilities.

In the past visitors to Johor Bahru made a hurried exit to go shopping 'next door'. Today, with the on-going shopping campaign by Tourism Malaysia to establish Malaysia as the place to shop in the region, Johor Bahru's allure as a value-for-money shopping destination is growing rapidly. Shoppers, attracted by the competitive exchange rate, the variety of quality goods and extensive product lines are beginning to discover the good buys in the city. During the 1993 Shopping Carnival, Johor Bahru's five largest shopping complexes,



Johor Bahru is fast becoming the place to shop in the region, with shopping malls like the Kotaraya Plaza above.

Kotaraya Plaza, Pelangi, Komtar, Holiday Plaza and Lien Hoe Complex held a simultaneous grand sale based on the theme 'Shop and Dine'. This year, the Shopping Carnival promises another two weeks of shopping delights in October.

The state of Johor is one of Malaysia's richest, with an economy that is booming. A traveller to Johor would pass through a changing scenery that would serve as a quick introduction to the economy of the state. Endless rows of rubber trees, pineapple, cocoa, coconuts, coffee and oil palm plantations unfold in rapid succession along the highway. Tea is also grown. Johor's lowland tea, grown in Kluang, is capturing a share in the domestic as well

as export market.

Johor is a leading producer of palm oil in the country. The world's largest palm oil refinery and storage centre is located right here in Pasir Gudang. If you would like to watch palm oil processing, pay a visit to the Ulu Tiram Estate. Prior arrangement is needed. Enquire at the tourist information office in Johor Bahru.

Johor's pineapples are well-known for their luscious taste and texture. The rich peat soil favours the cultivation of this crop. It is no surprise that Johor leads the Malaysian states in the production of pineapple. Recently, Johor launched the 'Special Investment Programme to Increase Food Production in Johor' to attract investments in fruit and vegetable cultivation.

Despite a progressive outlook, Johor retains its rich cultural heritage. A number of dances and music are peculiar to the state. *Kuda Kepang* (hobby-horse dance) is a mesmerising dance by an all-male dance-troupe. It is heralded by rituals and incantations before dancers in groups gallop on their 'hobby-horse' led by their whip-wielding leader. As the beats of the music rises, the dance becomes frenzied, with dancers charging and kicking like a horse.



Kuda Kepang, an energetic dance by all-male dancers, is unique to Johor.



Muar, a peaceful coastal town in north-western Johor.

This lively dance is normally reserved for festive gatherings in villages but it is common to see this performance in cultural shows at hotels.

Ghazal is a genre of folk music that is played at special occasions and weddings. Muar is said to be the home of this music.

Tourism is set to become a major revenue earner for Johor. The state's position as the southern gateway to the country enhances its tourism development greatly. To gain an insight into tourism activities and the range of facilities available in Johor, make a date with the Johor Tourism Exposition which takes place on 2-4 July '94. It features, among other things, cultural shows, traditional games, handicraft and fruit exhibitions.

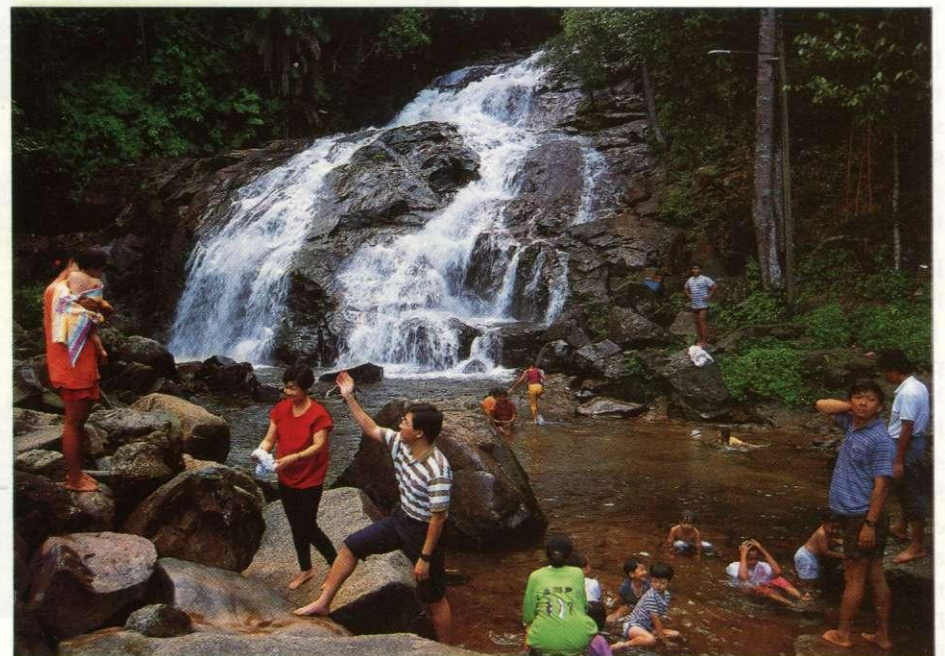
The 11-day Johor Carnival starting on 20 August '94 is a good time to discover Johor's wealth of fascinations. Johor Bahru, during this period, will also play host for the World Culture Congress.

For dining experiences, you couldn't be wrong to choose Johor. The state is endowed with natural resources that contribute to the development of a variety of cuisines. Seafood lovers think nothing of taking a trip to Kukup, a little fishing village at the southernmost point on the west coast, for a meal of chilli crabs. Further up north in Muar, oysters are the

sought-after delicacy, while in the Straits of Johor where the Sungei Melayu meets, mussels are bred in farms. The brackish waters provide the necessary nutrients for mussels.

The early Chinese immigrants described Johor as the 'Land of Rugged Landscapes'. For Johor is truly an adventure land. Much of it is yet to be discovered. The Endau-Rompin State Park is a 50,000 ha of primary forest lying across the Johor-Pahang

The Kota Tinggi waterfalls - a popular picnic spot.



border between Segamat and Mersing. It is one of the few remaining extensive areas of lowland forest left in Peninsular Malaysia and also the southernmost area of virgin forest on the Asian Continent. The forest is estimated to have been around for as long as 100,000,000 years and has only recently been opened to tourists.

A Johor-based nature-oriented travel agency, New Asia Holidays, says the park offers an insight into the complexity of the forest. Within the park, says a spokesman for the company, are endemic plants, like the fan palm *livistonia endauensis* and the *musa gracilia*, the smallest wild banana plant in peninsular Malaysia. There are also other unusual plant communities and exciting animal life, including the rare Sumatran Rhinoceros.

At the southwestern tip of the state are mangrove forests teeming with life, including fire-flies, multi-coloured crabs and the dusky leaf macaque.

Gunung Ledang (1276 metres) is Johor's mount of mystique and the tallest. The mountain, straddling the boundary of Johor and Malacca tells an intriguing tale of a beautiful princess who asked her suitor, Sultan Mansur Shah of Malacca to bring her seven trays of mosquito hearts, seven jars of women's tears and a bowl of

the Sultan's own son's blood - which the Sultan was not able to fulfill! Legend has it that the princess reigns over the mountain and locals often approach the mountain with a sense of reverence and awe. The mountain offers jungle solitude, waterfalls and an exhilarating climb to the top. Most adventurers camp out on the mountain, but there are plans to build a RM300 million resort at Gunung Ledang.

Kota Tinggi is another popular weekend getaway spot for the locals. The waterfalls drops 34 metres from Gunung Muntahak to form pools below suitable for swimming. This is one of the more developed waterfall areas with chalets, changing rooms, toilets and a restaurant.

For things of a more sedate nature, Johor has a number of golf courses - 23 to be exact. The Royal Johor Country Club is an 18-hole international golf course. Its 16th, 17th and 18th holes are said to be torturous. The course will be the venue for over 100 golfers in the Royal Johor Golf Classic to be held from 12 - 16 October '94.

If your leisure is fast and furious, then the Johor Grand Prix Formula III to be held on 9 - 11 September at the Johor Racing Circuit in Pasir Gudang would set your adrenaline on a high. Local and foreign riders are expected to vie for the championship title.

Much of Johor's long coastline, particularly on its east coast, is coralline beaches fringed by shady casuarina trees. The state's pride is best reflected in Desaru (Village of Casuarinas). It covers a 20 km stretch of beach washed by the rolling surf of South China Sea. Located 88 km north-

east of Johor Bahru, Desaru is a favourite weekend getaway for the "people next door" - the Singaporeans. Activities include windsurfing, parasailing, scuba diving, horse riding and jungle trekking. The 18-hole Desaru Resort Golf Club is the haunt of golfers and their families.

Up north is Mersing, a quiet seaside town. It will be one of the two venues of the International Yacht Race. The race will take place from 27 - 30 October at Johor Bahru and Mersing.

Beyond the scenic coastline of east coast lies a sprinkling of idyllic islands in the



Mersing Jetty. Boats from here ply between idyllic south sea islands.

sun. Boats from Mersing ply between the islands.

Pulau Besar is the nearest island to Mersing. It takes just an hour. The resort is served by the comfortable Radin Island Resort. Activities include fishing, snorkeling or diving.

Pulau Tinggi rises 2,000 ft above sea level. About 600 years ago, the island was an important stopover for traders plying the East-West spice route. It owes much of its

fame to the abundant marine life among its corals.

Pulau Sibü is another developed island with chalets. And, there are many more - some mere islets clothed in green and rising out of the translucent turquoise waters.

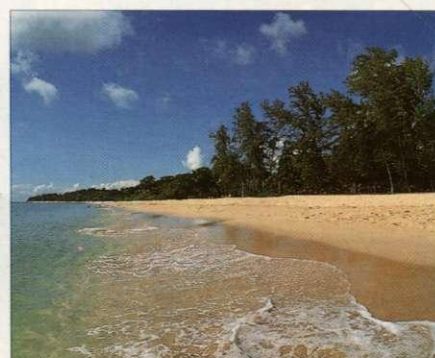
Unlimited travel opportunities exist. Seek out Johor's treasures. They will leave you with the memory that you have left something very special behind you.

~ Leela Govindasamy

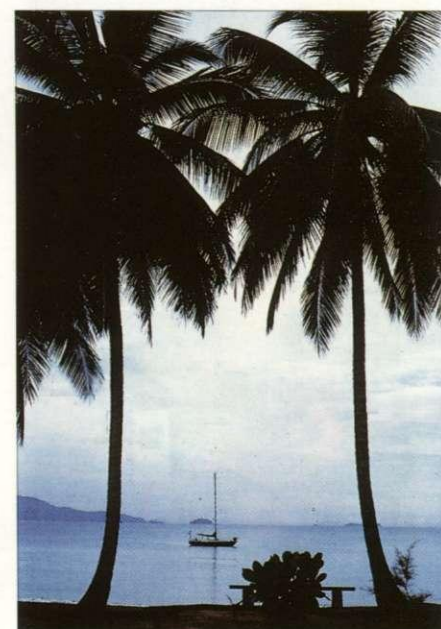
Effective 1 February 1994, a Special Priority Lane has been opened on the Johor Causeway to facilitate speedier clearance of in-bound tourists travelling to Malaysia through Singapore.



The Desaru Resort Golf Club is one of the 23 golf courses in Johor.



The beach at Desaru (left) and Pulau Sibü (right), one of the many islands off the coast of Johor in the South China Sea.



HYATT KINABALU

Gateway to Borneo Adventure



The Hyatt Kinabalu – ideally located in the heart of Kota Kinabalu, state capital of Sabah.

The sumptuous Phoenix Court Chinese restaurant (below left) and the exclusive Regency Club lounge (below right).



The East Malaysian state of Sabah, popularly known as the 'Land Below the Wind' has plenty to offer in terms of leisure holidays, adventure or business. From the peak of mystical Mount Kinabalu, South-East Asia's highest, to the golden beaches and crystal clear seas, Sabah is a colourful land of contrast.

The land is bathed in lush green tropical rain forests that support a stunning diversity of exotic flora and fauna, including the world's largest flower, the *Rafflesia*.

Sabah's people too are a unique composition of the colourful indigenous Kadazans, Dusuns, Bajau and Muruts and the non-indigenous Malays and Chinese, creating a rich blend of cultures and tradition.

Situated in the heart of Sabah's state capital, Kota Kinabalu, is the 14-storey, 315 room Hyatt Kinabalu, an ideal base for your Borneo adventure. In addition to air-

conditioned rooms comfortably equipped with all modern conveniences, the Hyatt Kinabalu also has a host of other facilities.

The Regency Club, with its private lounge offers innovative service and more exclusive privileges including a Concierge provided specially for the Club's guests.

The Penthouse suites have been gracefully refurbished to reflect Continental, Indian, Malay and Chinese motifs. The Presidential (Continental) and Deluxe Indian suites have a commanding vista of Mount Kinabalu in the distance, while both the Royal Malay and Deluxe Chinese suites overlook the scenic coastal coral islands.

The Hyatt Kinabalu has three restaurants offering varied cuisines. The Semporna Grill, an exclusive outlet that is cosy yet elegant, features Continental and seafood specialities. Tanjung Ria, the 24-hour cafe



restaurant, is the ideal place for casual dining. For Oriental cuisine, step into the Phoenix Court, a Chinese restaurant that serves Dim Sum breakfast and both Cantonese and Szechuan dishes for lunch and dinner.

Alfresco dining is available at the Poolside. A *Pasar Malam* (Night Market) scene is offered with hawker stalls serving local delicacies.

The 5-storey Atrium, spacious and comfortable with chic settings, is a favourite spot for locals and foreign guests, featuring live entertainment nightly.

Conferences, meetings and banquets are catered for in a range of multi-purpose rooms equipped with audio-visual systems. The Kimanis Ballroom accommodates 450 persons with theatre-style seating and can be partitioned into two. Meeting organisers might want to note the other facilities available, such as the Business Centre, full secretarial services and provision for couriers, telex and telefax transmission, word processing and a business library.

All these and more at the 'Land Below the Wind' are offered by Hyatt Kinabalu for a holiday in South-East Asia to be cherished.



Tanjung Ria 24-hour cafe restaurant (left) has a contemporary homely decor, classy yet comfortable.

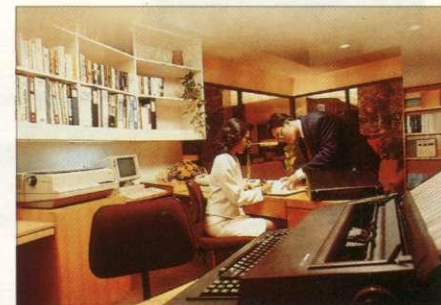


A Deluxe Room at the Hyatt Kinabalu with a panoramic view (below left).

For more information, contact:
Hyatt Kinabalu,
 Jalan Datuk Salleh Sulong,
 88994 Kota Kinabalu,
 Sabah.
 Tel: 088-221234
 Fax: 088-225972
 or through any Hyatt Hotel.



Alfresco dining at the Poolside Hawker Centre.

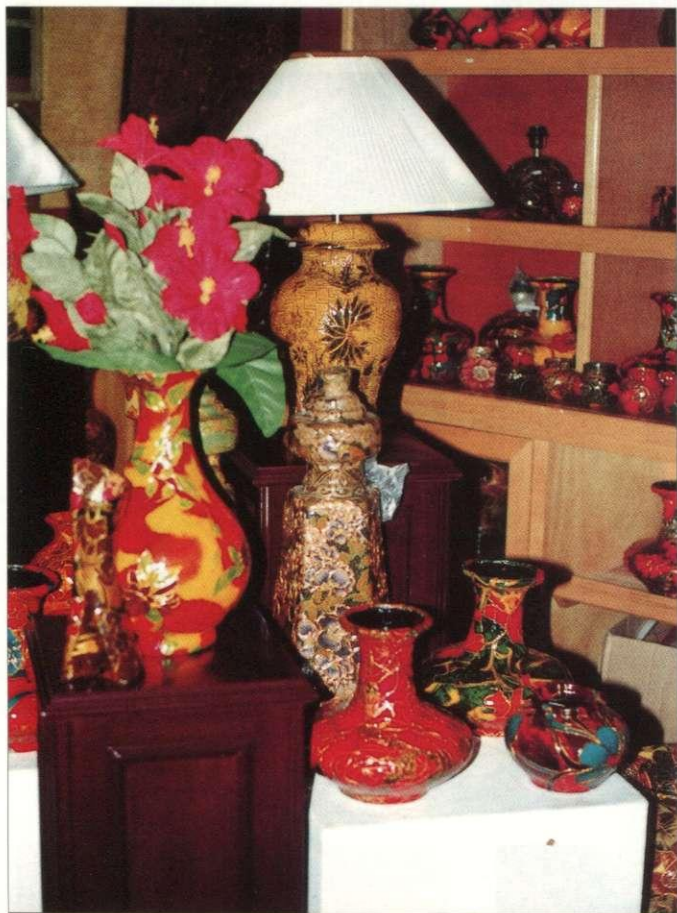


The well-equipped Hyatt Kinabalu Business Centre

The elegant Semporna Grill (far left) and the expansive Atrium (left).

BATIK ON POTTERY

Creative designs from Zuflee Craft



Items ranging from pen holders to table lamps have been brought to Japan, Korea, the Middle East and Europe.



Zuflee Craft at the Tokyo Smart Consumer Fair '93.

Visitors to Malaysia have always had a special fascination for Batik. The exhilarating, colourful and vibrant floral designs which are the trademark of batik seem to have universal appeal. They are the favourite choice for gifts and souvenirs and are reminders of the equally colourful and vibrant country of their origin, Malaysia.

Amidst the myriad of batik items presently available, perhaps one of the most interesting is the recently introduced batik-finished pottery, brainchild of Encik Zulkifli Ishak, proprietor of Zuflee Craft. Creative minds beget creative ideas, and for Zulkifli, also opportunities. The ordinarily plain Malaysian ceramic pot or vase and colourful batik pieces are the ingredients of this particular creation.



Encik Zulkifli Ishak, creator/proprietor of Zuflee Craft, (above) at the Tokyo Furniture Fair '93.

The process is simple enough. Using very strong glue, the batik pieces are pasted on the ceramic objects. The outlines of the floral motifs and patterns on the batik are then trimmed and braided with golden threads of various sizes. Finally, multiple coatings of varnish are layered onto the surface to protect the batik material and to give a glossy finish to the pots and vases.

The final product is astonishing. The gold trim serves to accentuate the floral designs, giving them an embossed look. Each design is unique, making every piece a potential 'collector's item'.

There are pots and vases in various colours, shapes and sizes for different uses: from pencil holders to flower pots, from table lamps to umbrella stands.



A collection of vibrantly colourful vases in an assortment of shapes and sizes.

Zuflee Craft has come a long way indeed and its creations have been brought to Bahrain, Germany, Japan and Korea. Zuflee Craft also makes regular appearances at international trade shows and furniture fairs.

For more information, contact:

Zuflee Craft,
4742 Kg. Mahkota,
Jalan Sg. Tua,
68100 Batu Caves,
Selangor.

Tel: 03-688-4490

Fax: 03-688-3305

A demonstration of the batik-on-pottery process at the Konichiwa Fair, Fukuoka, Japan in 1993.



KUALA LUMPUR BUTTERFLY PARK

Better, Brighter and Biggest in the World

It was one-and-a-half years ago that the Kuala Lumpur Butterfly Park underwent a metamorphosis to emerge with its attractive, family-oriented, walk-in tropical rainforest theme. A sanctuary in the heart of the city, a miniature jungle without the discomfort of leeches, mosquitoes or snakes.

Indeed, the Park is home to some 8,000 butterflies from 150 species that flutter around the visitors under a canopy of lovely rainforest flora. Should you happen to wear something brightly coloured or some aromatic perfume, don't be surprised if some species of butterfly start hovering around or even landing on you. They are attracted by colours and certain smells and this is about as close as you will get to these amazing creatures of Mother Nature.

The eggs of the butterfly take about three days to hatch. The caterpillar that crawls out devours its own eggshell first for the



The Kuala Lumpur Butterfly Park is an educational treasure trove of science, nature and environment.

energy it needs to move around its food plant in the marathon eating session to come. Within two weeks the caterpillar has devoured the equivalent of two whole potted plants and bloated to a thousand times its original size. It then spins a cocoon around itself and remains encased for two weeks. Often camouflaged as

brown-green unfurled leaves, the cocooned caterpillars slowly develop into breathtakingly beautiful creatures with brilliantly patterned wings. This miraculous metamorphosis can actually be seen daily at the Kuala Lumpur Butterfly Park.

The Park is thoughtfully landscaped with wooden platforms, gazebos and little hide-outs to just sit and soak in the ambience of a tropical rainforest made soothing by the gurgle of waterfalls and the faint chirping of seed-feeding finches and other strange sounds of jungle insects in the background. There is a swaying jungle bridge at one end that affords a butterfly's eye view of the sprawling Park. You may have to brush past hundreds of butterflies while crossing from one end of the bridge to the other. Humidity being a prime requirement, the presence of waterfalls, carp pools and cascades in the landscape are more than merely cosmetic.

Hundreds of species of rare tropical insects, harmless to butterflies and humans, have been released into the Park. Many other species are kept in the Live Insect Room under simulated conditions where the visitor can observe the truly amazing

Skillfully landscaped grounds capture the ambience of a tropical rainforest.





Caterpillar of the Blue Glassy Tiger (*parantica agleoides*).

world of these insects. Some of the deadlier creatures which can be viewed closely in safety include scorpions and tarantula spiders, while the foot-long jungle millipedes that roam freely in the sanctuary are truly harmless.

Small mammals also make their habitat in the tropical rainforest and the Kuala Lumpur Butterfly Park has a number of species such as hamsters, gerbils, guinea pigs, tree shrews, squirrels and chipmunks.

Amphibians and reptiles also form part of the collection at the Park. Bizarre and menacing looking giant tree frogs, pythons, crested dragons and jungle lizards of various sizes can all be viewed at close range.

Jungle fowl including the Chinese quails and domestic ducks also form part of the jungle-scape.

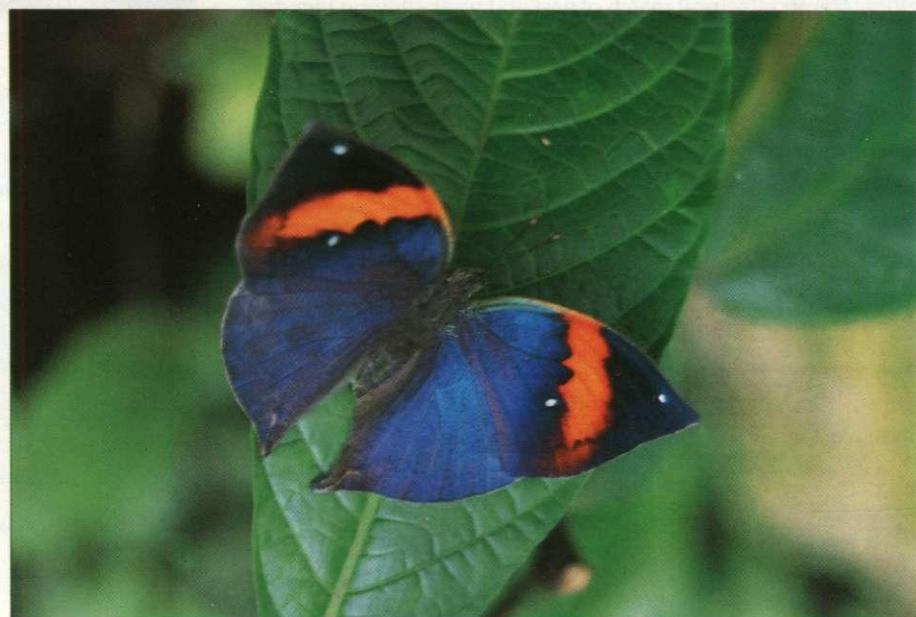
The Kuala Lumpur Butterfly Park is an educational wonder of science, nature and environment. There is so much to see and absorb. The formal section of the sanctuary contains four educational display rooms and an audio-visual room. Visitors in groups of 15 can request for an audio-visual show.

There is a souvenir shop selling more than 2,000 varieties of items. Not to be missed is the artifacts and tribal art gallery and the batik painting gallery. The Cafe de Iswara, named after the Iswara, or four-bar Helene butterfly, serves refreshments.

The Kuala Lumpur Butterfly Park is about more than just butterflies. Situated in the lovely Lake Gardens, it is just minutes from the National Mosque and a 5-minute drive from the main entrance of the Gardens, coming in from Jalan Parlimen. The Park is open from 9.00 a.m. to 5.00 p.m.



Atlas Moth (*attacus atlas*).



Indian Leaf (*kallima paralekta amplirufa*).

during week-days and until 6.00 p.m. on week-ends and public holidays. Entrance fee is RM4.00 for adults and RM2.00 for children.

For more information, contact:

Kuala Lumpur Butterfly Park,
Jalan Cenderasari,
Taman Tasik Perdana,
50480 Kuala Lumpur.
Tel: 03-293-4799
Fax: 03-293-7066

Orange-spotted gacgo.



ARTIQUARIUM

Preservation of Architecture and History

*L*oke Mansion, 1903.

The kitchen agog preparing for the evening feast.... The black and white amahs scuttling about with children....

And the moongate, guarding the entrance to the internal courtyard was receiving its final polish.

Kuala Lumpur's first brick house. Its first with electricity supply. My, my, the neighbours along Batu Road (now Jalan Tuanku Abdul Rahman) certainly have a topic for conversation.

That was then. . . .

Now the Artiquarium has restored the Loke Mansion to its former glory. The architectural match of east and west - having blended the Chinese doors, windows and motif of the facade with sweeping arches and Italian tiles.

The European-style pillars and columns plus the grand driveway makes the Artiquarium emerge like a pearl amidst the many seashells in the heart of KL city.

The Artiquarium was set up to be an art and antique haven for *objet d'art* from all over Asia. Now it is a must-see for all collectors. The pieces are specially handpicked for their art value and rarity by owner Dato' Lim Kok Wing.

Well known for his creativity and design instincts; a leading strategist and communicator, Dato' Lim personally travels to find these works of art.



The gleaming white facade of Loke Mansion, now the Artiquarium.

Dato' Lim's own house is exciting to be in - a jewel of surprise in every corner; it is a charming blend of high-ceilinged modern architecture and the true antiques of the past. The history and geography of Dato' Lim's travels are clearly reflected in the stunning decor. An uncanny example of Interior Decoration for buyers.

Now, the Artiquarium hosts tourist and visitors from all over the world. Corporate bodies and informal gatherings have used the Artiquarium for their launches and celebrations.

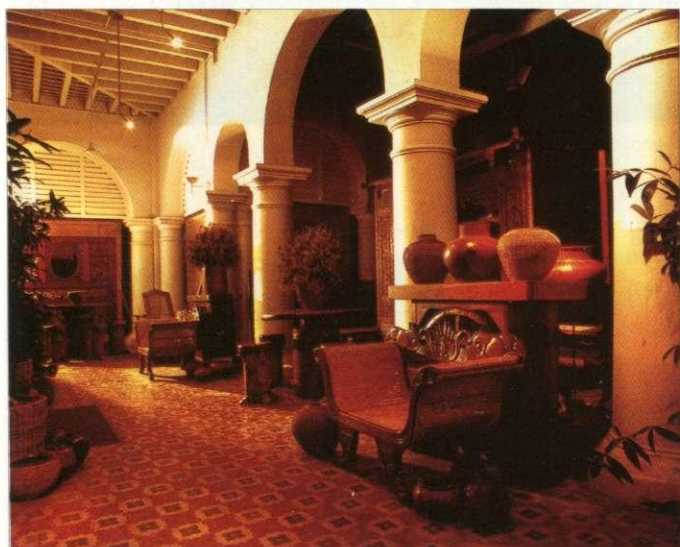
The Artiquarium is Kuala Lumpur's premier art and design centre in Malaysia as it also houses the Limkokwing Integrated Group - a corporate image consultancy.

The Artiquarium is open to visitors as follows:

Monday - Friday	:	9.30am - 6.30pm
Saturday	:	10.00am - 5.00pm

For further information, contact :

Artiquarium Asia Sdn Bhd,
 273A Medan Tuanku,
 53000 Kuala Lumpur.
 Tel: 03-292-1222
 Fax: 03-294-1898



The Artiquarium is a haven of objet d'art from many lands.

TURTLE SIGHTINGS II

Surprise discovery at Burau Bay Resort's poolside



The baby greenbacks scuttling to the open sea and freedom.



Showing of their little discoveries are (from left) Burau Bay's David F Fong, Roslan Aziz, Mohd Jalal, Fran Reimann and Joachim Best.

When baby turtles were first sighted at the pool area of the Burau Bay Resort, Langkawi in 1992, there was much excitement at the discovery. However, the general feeling was that it was a one-off occurrence which would not be repeated.

But natural history did repeat itself. On 31 December 1993, eight baby greenback turtles were found at the Resort's watersports centre.

There were several guests sunbathing at the bay who were thrilled at the sight of the baby greenbacks and soon, cameras were clicking and videocameras whirring to record the unusual scene.

The Burau Bay Resort's theme is 'Back To Nature', with a belief in and commitment to the preservation of wildlife. It was natural therefore for the decision to be made to release the little turtles to the open sea.

A small group of 'well-wishers' were at the beach to witness the baby turtles' return to the sea. It was a moving spectacle and every one there was silently wishing the little creatures would survive the open sea, and perhaps return to Burau Bay at some time.

As David F Fong of the Burau Bay Resort commented, "Personally, I relish and marvel at this wonder of Nature ... may it never cease." A sentiment no doubt shared by everyone at the beach that day to see eight tiny turtles scurrying to freedom in the great expanse of blue waters.

For more information, contact:

**Burau Bay Resort,
Teluk Burau,
07000 Langkawi,
Kedah.**

Tel: 04-955-1061

Fax: 04-955-1172

CHERATING SANDCASTLE BUILDING COMPETITION



Malaysians and foreign visitors will have an opportunity to explore their creative skills and ideas at Cherating Holiday Villa's upcoming Annual Sandcastle Building Competition on 14 May 1994.

Themed "My Dream Home and Garden", this year's competition will be the fourth consecutive annual event organised by the Cherating Holiday Villa Beach Resort. This year's competition will also be the Resort's prelude to Visit Malaysia Year (VMY) '94, and entry is extended to all Malaysians and foreign participants. The competition requires team participation of between 2 to 4 persons with an entrance fee of RM20.00 for room guests of Cherating Holiday Villa.

Some of the imaginative creations that participants came up with in previous competitions.



American Express cardmembers can enjoy a special package of RM125.00 nett per person per night (twin sharing) for a minimum of three nights stay and receive a complimentary fourth night stay redeemable immediately or on a return visit - valid until 30 June 1994. The package includes twin occupancy, daily buffet breakfast and dinner and a waiver of the entrance fee to the Competition. An 8 days/ 7 nights stay at Langkawi Holiday Villa is up for grabs for Best Teamwork by American Express Cardmembers at the Competition.

Cash prizes of RM5,000 and US\$2,000 await the winning teams in the Local Malaysian and International categories respectively.

The last day for entries is 9 May 1994.

Enquiries and room reservations can be made directly at the Kuala Lumpur Sales & Reservation Office.

For more information, contact:

**Cherating Holiday Villa Beach Resort,
Lot 1303 Mukim Sungai Karang,
Cherating,
26080 Kuantan, Pahang.**

or

**KL Sales & Reservation Office,
CA 102 4th Floor,
City Square Complex,
Jalan Tun Razak,
P.O. Box 11369,
50744 Kuala Lumpur.
Tel: 03-262-2922
Fax: 03-262-2937**

KABANA KUANTAN

Idyllic East-Coast beach resort

Kabana Kuantan is an east-coast beach resort situated about 20 km from Kuantan in Kampong Seberang Balok. It is ideally located along the main Kuantan-Kemaman road amidst unspoilt scenery and beautiful beaches with assured privacy.

The resort offers a standard of accommodation suitable for budget travellers, businessmen and families. There are 40 rooms consisting of doubles and twins and a fully equipped three-room bungalow ideal for small family functions or brain-storming sessions. All the rooms are tastefully furnished and equipped with air-conditioning, hot water and colour television.

Other facilities available at Kabana Kuantan include a medium-sized swimming pool with gazebo, an open-air restaurant serving Continental and Asian cuisine, an air-conditioned Karaoke Lounge and a meeting room with a capacity of up to 150 persons.

For those with a taste for the outdoors, the resort organises group outings which include boat rides, picnic lunches and scuba diving.

An ideal retreat from the hustle and bustle of the city, the Kabana Kuantan prides itself on its friendly staff and personalised service and offers "only the best – with a difference".

For more information, contact:

**Kabana Kuantan,
Lot 1942, Km 20,
Jalan Kuantan-Kemaman,
Seberang Balok,
26100 Kuantan, Pahang.
Tel: 09-434100
Fax: 09-433400**



The Kabana Kuantan, set in unspoilt East-Coast scenery.



The inviting outdoor pool.



The verandah-style lounge.



The Karaoke Lounge.

"AIRPORT-GATEWAY TO MALAYSIA"

Monthly air travel magazine



The new monthly magazine for air travellers, "Airport-Gateway to Malaysia" made its debut with the January 1994 issue, highlighting Visit Malaysia Year (VMY) '94.

Visitors to Malaysia have another publication to give them an indication of what to expect of the country, its people and the many things to see and do here.

The monthly magazine, "Airport-Gateway to Malaysia", is published by Karya Creative (M) Sdn Bhd with the cooperation of Malaysia Airports Bhd, the sole body responsible for the running of the country's five international, 14 domestic and 17 STOL (short take-off and landing) airports. The magazine is aimed at air travellers and airport users and is distributed free to incoming international airline passengers. Copies are also available at all foreign embassies and airline offices in the country.

"Airport" contains information on the facilities available at Malaysian airports as well as articles that feature local culture and history, besides giving foreign visitors an idea of local perceptions of topics of international interest. There is a Calendar of Events listing forthcoming attractions, travel tips and contact numbers of airline offices, embassies and high commissions.

In his message in the inaugural issue of "Airport", the Minister of Transport, YB Dato' Seri Dr Ling Liong Sik described the magazine as very timely as the number of air travellers visiting Malaysia was expected to soar to 10.9 million by 1996, from 3.4 million in 1986 and 6.1 million in 1993.

The inaugural issue in January highlighted Visit Malaysia Year (VMY) '94, attractions in Lake Gardens in Kuala Lumpur, the Thaipusam festival and a feature on the airports of Kuala Lumpur from the original one at Simpang to the new Terminal 3 at Subang and the airport of the future at Sepang.

For more information, contact:

"Airport-Gateway to Malaysia",
Karya Creative (M) Sdn Bhd,
12 Persiaran Zaaba,
Taman Tun Dr Ismail,
60000 Kuala Lumpur.
Tel: 03-718-9596
Fax: 03-719-8179

ROAD MAPS OF MALAYSIA

Attractive, concertina-fold travel companions



The Peninsular Malaysia Concertina Road Map and its companion map, covering Sabah & Sarawak plus Brunei are two extremely useful and convenient travel publications from Falcon Press Sdn Bhd.

Both maps are newly drawn, attractive, up-to-date and very detailed. Their concertina-fold design makes them easy to use, fold and carry. They are ideal for tourists and business travellers alike to carry in the car, briefcase or handbag. In a functional 10 x 40 inch size, the full-colour maps fold down to a handy 10 x 5 inches. The maps are further laminated for long life and hard use.

Symbols included in the maps are state capitals, villages, railway stations, airports,

federal and state roads with distances in kilometres and motorway tolls. The Sabah, Sarawak and Brunei maps have the two state maps plus Brunei on one side and town maps of Kota Kinabalu, Kuching and Bandar Seri Begawan on the other side, with Travel Planners for the two East Malaysian states and Brunei.

The new concertina road maps cost RM6.90 each. Corporate discounts are available and bulk orders can be customised with company name and logo.

For more information, contact:

Falcon Press Sdn Bhd
43C Jalan SS22/23,
Damansara Jaya,
47400 Petaling Jaya,
Selangor.

Tel: 03-718-8850, 03-718-8855
Fax: 03-718-8841

"BUDGET ACCOMMODATION"

Guide to fair-priced lodging throughout Malaysia

Budget travellers to Malaysia will benefit from Tourism Malaysia's new booklet "Budget Accommodation".

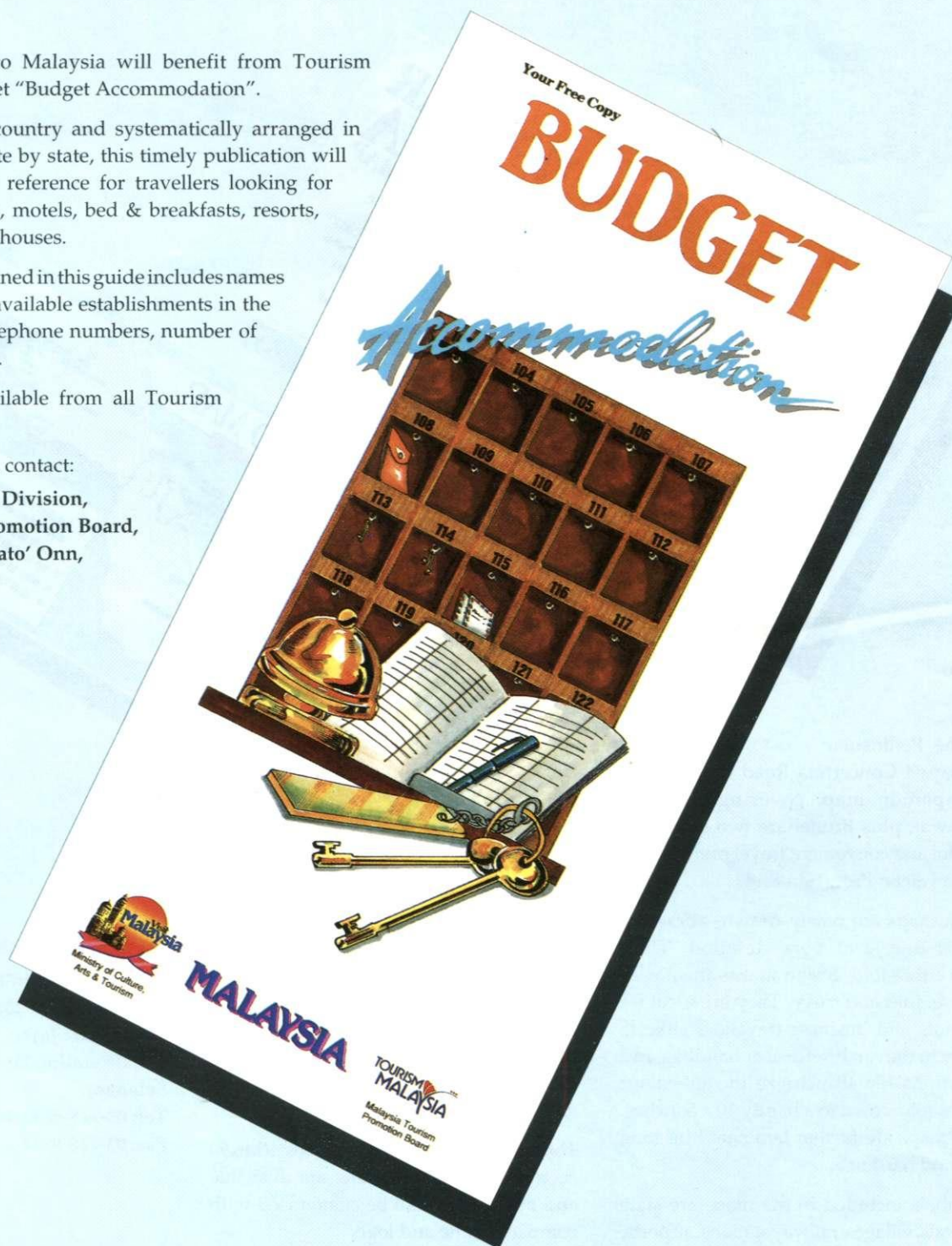
Covering the whole country and systematically arranged in alphabetical order state by state, this timely publication will prove to be a handy reference for travellers looking for budget hotels, hostels, motels, bed & breakfasts, resorts, guest houses and rest-houses.

The information contained in this guide includes names and addresses of the available establishments in the various categories, telephone numbers, number of rooms and room rates.

The booklets are available from all Tourism Malaysia offices.

For more information, contact:

Promotional Support Division,
Malaysia Tourism Promotion Board,
24th Floor, Menara Dato' Onn,
Putra World Centre,
45 Jalan Tun Ismail,
50480 Kuala Lumpur.
Tel: 03-293-5188
Fax: 03-293-5884



CALENDAR OF EVENTS

Exhibition on Malaysia's Architectural Heritage

Date: April~May

Venue: National Museum,
Kuala Lumpur

Come view the unique domestic dwellings of the major races of Malaysia. The traditional architecture of the different Malay houses is a living testimony of superb craftsmanship that has been passed down from generation to generation.

Kelantan Sepak Takraw Fest

Date: April 1st~5th

Venue: Mini Stadium Pasir Mas,
Kelantan

Be thrilled by the traditional fast-paced, acrobatic game of *sepak takraw* played with balls made of rattan as local and national teams compete for top honours.

Kelantan Merbok Singing Competition

Date: April 7th~8th

Venue: Kota Bharu, Kelantan

A thrilling competition as hundreds of birds reach for the heights in song.

Formula 3000 Speedboat Race - Malaysian Circuit

Date: April 8th

Venue: Lido Beach, Johor Bahru, Johor
Feel the fun and excitement of competition as power boats and yachts race for glory and top prizes. Traditional water sports will also be organised.

DYMM Baginda Sultan of Johor's Birthday

Date: April 8th

Venue: Johor Bahru, Johor

The Ruler's birthday is a joyous occasion for a grand celebration. Witness the festivity and gaiety in the State Capital

APRIL '94

Malaysia World Motorcycle Grand Prix

Date: April 8th~10th

Venue: Shah Alam, Selangor

The thrills and spills of world-class motorcycling as top riders and their mean machines battle to be "King" of the circuit.

Architectural Heritage

Date: April 9th~May 9th

Venue: State Museum,
Kuantan, Pahang

This display highlights the rich architecture of the mosques, houses, tombstones and palaces.

Malacca Historical City Celebration & Towards 600th Anniversary Celebration

Date: April 15th~24th

Venue: Malacca

Re-live the glory of the Malacca Empire in this celebration to commemorate Malacca as a historical city. Festivities include cultural shows by local and foreign cultural troupes.

International Freshwater Fishing Competition

Date: April 21st~24th

Venue: Kenyir Lake, Terengganu

Join an international line-up of anglers as they compete to land the biggest catch of this 4-day event. The variety of tropical freshwater fish include the *baung*, the fierce *toman*, *lampan* and *arowana*.

National Beach Tug-of-War

Date: April 22nd~24th

Venue: Mar Vista Resort,
Penang

Come and witness the huffing and puffing of the teams as they try to outdo each other for the championship title.

DYMM Sultan of Perak's Birthday

Date: April 23rd

Venue: Kuala Kangsar, Perak

This royal town on the banks of the Perak River comes alive as cultural shows, traditional games and exhibitions on the Malay Sultanate are held to celebrate the Ruler's birthday.

Lipis Carnival

Date: April 23rd~May 1st

Venue: Kuala Lipis, Pahang

A week-long festival featuring go-kart racing, international boat and canoe races, folk games and cultural shows.

A Day with Orang Asli Affairs Department

Date: April 23rd~24th

Venue: Kuantan, Pahang

The Orang Asli's craftwork and traditional medicine are exhibited along with cultural performances. You will also enjoy traditional music and Melayu Asli dances.

Perlis Air Carnival

Date: April 29th~May 1st

Venue: Perlis

Be captivated by the aerial agility of microlight aircraft as flyers from around the world pit their skills against the elements and each other

Performance of Traditional Games and Pastimes

Date: February~October

Venue: Kota Bharu,
Kelantan

Experience the beating of giant drums, kite flying and many other popular games and pastimes of Malaysians.

Malay Golden Letters Exhibition

Date: March~December

Venue: Throughout Malaysia

This exhibition will highlight the Malay Golden Letters from British collections which embody the highest standards of Malay Civilisation.

NOTE : Events & dates listed are correct at the time of printing.

TOURISM MALAYSIA DATELINE

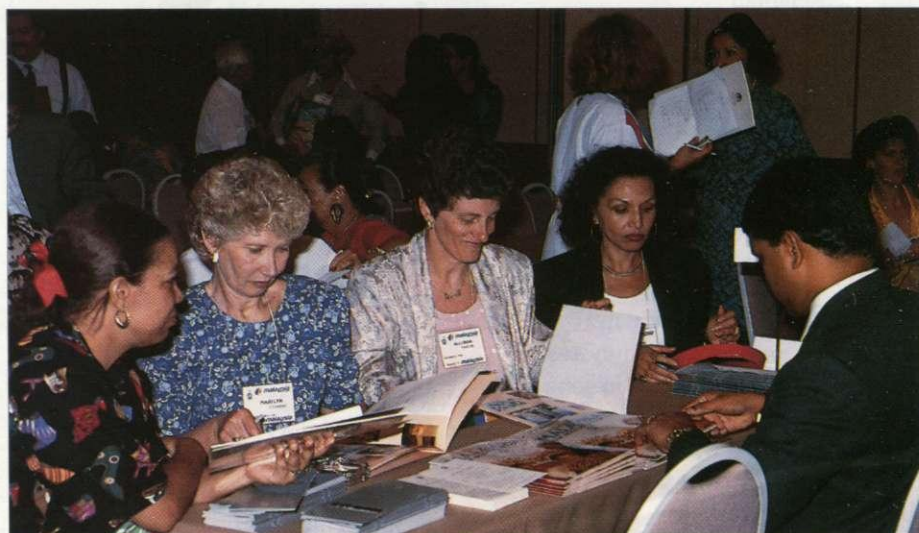
PATA Conference / Travel Mart,
Seoul, Korea.
April 1 - 5

Bahrain Travel Fair,
Manama, Bahrain.
April 20 - 24

Food & Cultural Promotion,
Taipei, Taiwan.
April 24 - May 17

For participation in Tourism Malaysia
programmes, please contact:

International Promotions Division,
Malaysia Tourism Promotion Board,
25th Floor, Menara Dato' Onn,
Putra World Trade Centre,
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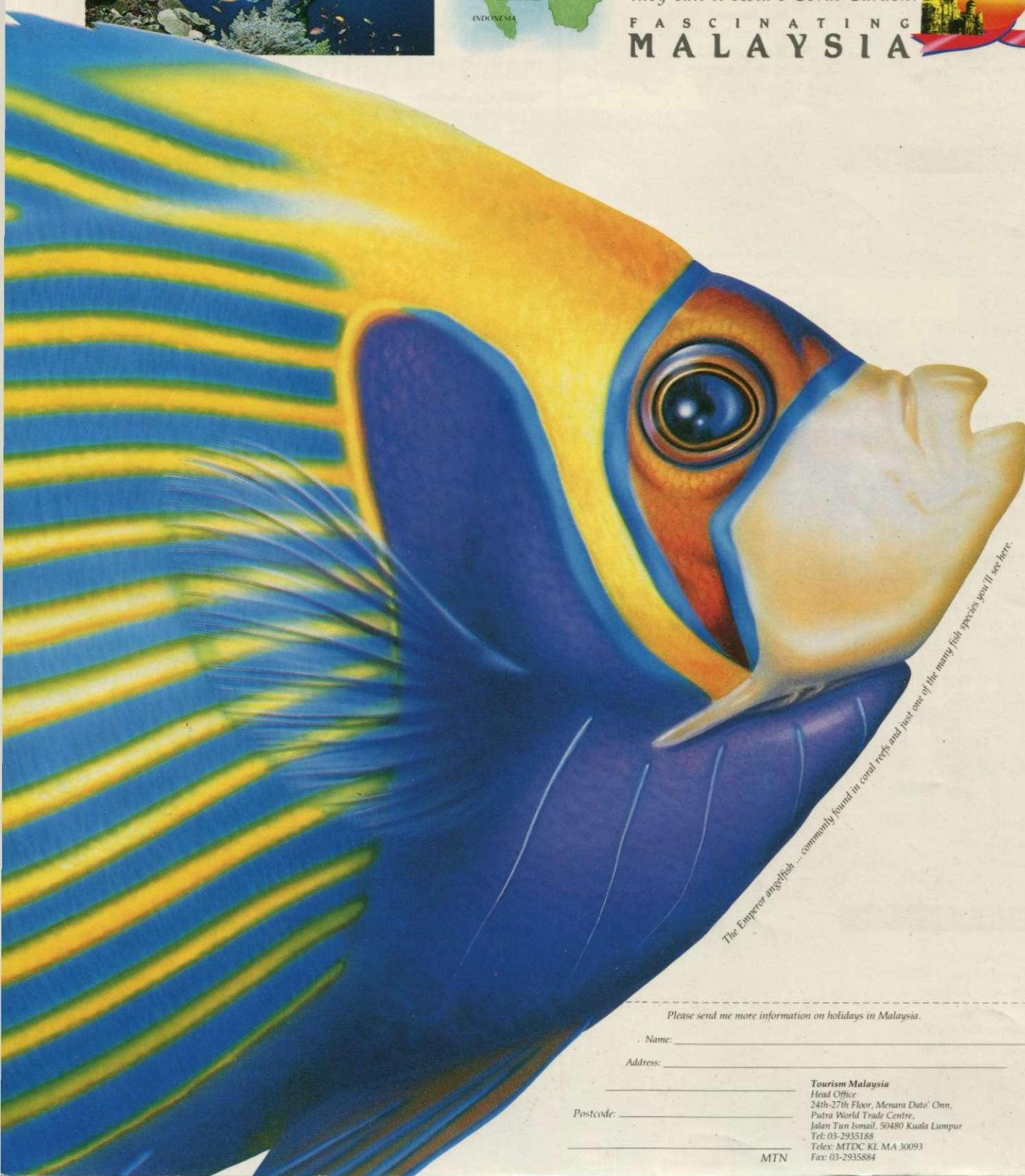
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